



WSOC-TV
P.O. Box 37001
Charlotte, NC 28237
ph: (704) 335-4800
fx: (704) 335-4960

Advertiser
Agency
Buyer
Salesperson

Pol/P McCrory/R/Gov/NC (16611)
Smart Media Group (1343)
HANLEN,LINDSAY
Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Invoice 653406
Inv Date 11/25/2012
Terms Net 30
Contract 321440
Bill Type Standard
Period 10/29/2012 - 11/25/2012

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Product Political - State Candidate (1071)
Brand C29N06 GOV (132638)
Acct Types National/Political
Est/Headline C29N06/06221201
Demo
Revision
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

CO-OP/Order Type No/Normal
Package
Gen. Date 11/27/2012 2:04:47PM

AgM

Charlotte (WSOC)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.2	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	11:00:00PM-11:35:00PM	Day,F-1	11/02/12 11:21PM (Fr)	00:30	EYEWITNESS NEWS 11P M-SU	PM12104T	\$925.00	
2.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM-1:00:00PM	Day,F-1	11/02/12 12:24PM (Fr)	00:30	EYEWITNESS NEWS 12P	PM12104T	\$375.00	
4.2	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM-6:30:00PM	Day,F-1	11/02/12 6:14PM (Fr)	00:30	EYEWITNESS NEWS 6P	PM12116TH	\$1500.00	
5.2	Contract Line Remarks:		GMA						
	Spot	7:00:00AM-8:00:00AM	Day,F-1	11/02/12 7:48AM (Fr)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
6.2	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	11:00:00PM-11:35:00PM	Day,M-1	10/29/12 11:27PM (Mo)	00:30	EYEWITNESS NEWS 11P M-SU	PM12104T	\$50.00	
7.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM-1:00:00PM	Day,M-1	11/05/12 12:39PM (Mo)	00:30	EYEWITNESS NEWS 12P	PM12116TH	\$375.00	
9.2	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM-6:30:00PM	Day,M-1	11/05/12 6:13PM (Mo)	00:30	EYEWITNESS NEWS 6P	PM12104T	\$500.00	
10.2	Contract Line Remarks:		GMA						
	Spot	7:00:00AM-8:00:00AM	Day,M-1	10/29/12 7:59AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	PM12104T	\$500.00	
11.1	Spot			10/29/12			1 preempt @ \$4800.00	\$0.00	Pre-empt
12.2	Contract Line Remarks:		EYEWITNESS NEWS 7A						
	Spot	7:00:00AM-8:00:00AM	Day,Sa-1	11/03/12 7:28AM (Sa)	00:30	EYEWITNESS NEWS SATURDAY 7A	PM12104T	\$925.00	
13.2	Contract Line Remarks:		GMA SATURDAY						
	Spot	8:00:00AM-9:00:00AM	Day,Sa-1	11/03/12 8:47AM (Sa)	00:30	Good Morning America Saturday	PM12116TH	\$525.00	
14.1	Contract Line Remarks:		SUN LATE NEWS						
	Spot	11:00:00PM-11:35:00PM	Day,Su-1	11/04/12 11:27PM (Su)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$850.00	
15.2	Contract Line Remarks:		6P NEWS SUNDAY						
	Spot	6:00:00PM-6:30:00PM	Day,Su-1	11/04/12 6:10PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	PM12104T	\$350.00	
16.2	Contract Line Remarks:		EYEWITNESS NEWS 7A						
	Spot	7:00:00AM-8:00:00AM	Day,Su-1	11/04/12 7:40AM (Su)	00:30	EYEWITNESS NEWS SUNDAY 6-8A	PM12116TH	\$800.00	
17.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM-1:00:00PM	Day,Th-1	11/01/12 12:12PM (Th)	00:30	EYEWITNESS NEWS 12P	PM12116TH	\$375.00	
22.2	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM-6:30:00PM	Day,Tu-1	10/30/12 6:13PM (Tu)	00:30	EYEWITNESS NEWS 6P	PM12116TH	\$500.00	
23.2	Contract Line Remarks:		GMA						
	Spot	7:00:00AM-8:00:00AM	Day,Tu-1	10/30/12 7:29AM (Tu)	00:30	GOOD MORNING AMERICA 7A-8A	PM12104T	\$1075.00	
	Spot	7:00:00AM-8:00:00AM	Day,Tu-1	11/06/12 7:27AM (Tu)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
24.2	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	11:00:00PM-11:35:00PM	Day,W-1	10/31/12 11:31PM (We)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$925.00	
26.2	Contract Line Remarks:		GMA						
	Spot	7:00:00AM-8:00:00AM	Day,W-1	10/31/12 7:27AM (We)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
40.1	Spot	5:30:00AM-6:00:00AM	Day,Tu-1	10/30/12 5:29AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12116TH	\$425.00	
40.1	Spot	5:30:00AM-6:00:00AM	Day,Tu-1	11/06/12 5:42AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12116TH	\$425.00	



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42.1	Spot	5:30:00AM- 6:00:00AM	Day,F-1	11/02/12 5:29AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12116TH	\$425.00	
43.1	Spot	5:30:00AM- 6:00:00AM	Day,M-1	10/29/12 5:42AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12104T	\$375.00	
44.1	Spot	5:30:00AM- 6:00:00AM	Day,Th-1	11/01/12 5:28AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12104T	\$425.00	
45.1	Spot	5:30:00PM- 6:00:00PM	Day,F-1	11/02/12 5:58PM (Fr)	00:30	EYEWITNESS NEWS 530P	PM12104T	\$1100.00	
46.1	Spot			10/29/12		1 preempt @ \$750.00	PM12104T	\$0.00	No Avail
47.1	Spot	5:30:00PM- 6:00:00PM	Day,Th-1	11/01/12 5:44PM (Th)	00:30	EYEWITNESS NEWS 530P	PM12104T	\$1100.00	
48.1	Spot	5:30:00PM- 6:00:00PM	Day,Tu-1	10/30/12 5:53PM (Tu)	00:30	EYEWITNESS NEWS 530P	PM12104T	\$1100.00	
49.1	Spot	5:30:00PM- 6:00:00PM	Day,W-1	10/31/12 5:57PM (We)	00:30	EYEWITNESS NEWS 530P	PM12116TH	\$1100.00	
50.1	Spot	6:00:00AM- 7:00:00AM	Day,F-1	11/02/12 6:28AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12104T	\$1175.00	
51.1	Spot	6:00:00AM- 7:00:00AM	Day,M-1	10/29/12 6:08AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12116TH	\$1150.00	
52.1	Spot	6:00:00AM- 7:00:00AM	Day,Th-1	11/01/12 6:13AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12116TH	\$1175.00	
53.1	Spot	6:00:00AM- 7:00:00AM	Day,Tu-1	11/06/12 6:42AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12104T	\$1175.00	
54.1	Spot	6:00:00AM- 7:00:00AM	Day,W-1	10/31/12 6:55AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12104T	\$1175.00	
55.0	Spot			10/29/12		1 preempt @ \$3500.00		\$0.00	No Avail
56.0	Spot	12:00:00PM- 1:00:00PM	Day,M-1	10/29/12 12:24PM (Mo)	00:30	EYEWITNESS NEWS 12P	PM12116TH	\$1145.00	
57.1	Spot	12:00:00PM- 1:00:00PM	Day,W-1	10/31/12 12:43PM (We)	00:30	EYEWITNESS NEWS 12P	PM12104T	\$1175.00	
58.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1	10/29/12 5:59PM (Mo)	00:30	EYEWITNESS NEWS 6P	PM12104T	\$900.00	
59.1	Spot	6:00:00PM- 6:30:00PM	Day,Th-1	11/01/12 6:14PM (Th)	00:30	EYEWITNESS NEWS 6P	PM12116TH	\$1150.00	
60.1	Spot	6:00:00PM- 6:30:00PM	Day,W-1	10/31/12 6:28PM (We)	00:30	EYEWITNESS NEWS 6P	PM12104T	\$1150.00	
61.1	Spot	8:00:00AM- 9:00:00AM	Day,M-1	11/05/12 8:55AM (Mo)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12104T	\$975.00	
62.1	Spot	8:00:00AM- 9:00:00AM	Day,Th-1	11/01/12 8:55AM (Th)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12104T	\$975.00	
63.1	Spot	8:00:00AM- 9:00:00AM	Day,Tu-1	10/30/12 8:55AM (Tu)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12116TH	\$975.00	
63.1	Spot	8:00:00AM- 9:00:00AM	Day,Tu-1	11/06/12 8:49AM (Tu)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12104T	\$975.00	
64.1	Spot	11:30:00PM- 12:05:00AM	Day,Sa-1	11/03/12 12:17AM (Sa)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$850.00	
66.1	Spot	11:00:00PM- 11:35:00PM	Day,Th-1	11/01/12 11:21PM (Th)	00:30	EYEWITNESS NEWS 11P M-SU	PM12104T	\$925.00	
67.1	Spot	11:00:00PM- 11:35:00PM	Day,Tu-1	10/30/12 11:31PM (Tu)	00:30	EYEWITNESS NEWS 11P M-SU	PM12104T	\$925.00	
69.0	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	11:00:00PM- 11:35:00PM	Day,M-1	11/05/12 11:31PM (Mo)	00:30	EYEWITNESS NEWS 11P M-SU	PM12104T	\$925.00	
70.0	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day,M-1	11/05/12 7:55AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
71.0	Spot	5:30:00AM- 6:00:00AM	Day,M-1	11/05/12 5:52AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12116TH	\$425.00	
72.0	Spot			11/05/12		1 preempt @ \$1300.00		\$0.00	No Avail
73.0	Spot	6:00:00AM- 7:00:00AM	Day,M-1	11/05/12 6:22AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12104T	\$1175.00	
74.0	Long	12:05:00AM- 1:05:00AM	Day,Sa-1	11/03/12 12:40AM (Sa)	00:30	CRIMINAL MINDS	PM12104T	\$200.00	
75.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1	10/29/12 7:00PM (Mo)	00:30	INSIDE EDITION		\$200.00	
76.0	Spot	6:00:00AM- 6:30:00AM	Per week (1),We	10/31/12 6:08AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12116TH	\$1175.00	
77.0	Spot	5:30:00AM- 6:00:00AM	Per week (1),Sa	11/03/12 5:50AM (Sa)	00:30	THE CHRIS MATTHEWS SHOW	PM12116TH	\$255.00	
78.0	Spot	5:30:00PM- 6:00:00PM	Day,F-1	11/02/12 5:44PM (Fr)	00:30	EYEWITNESS NEWS 530P	PM12116TH	\$1300.00	M/G For 72.0.1
79.0	Spot	11:00:00PM- 11:35:00PM	Day,M-1	11/05/12 11:13PM (Mo)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$1200.00	
80.0	Spot	11:30:00PM- 12:05:00AM	Day,Sa-1	11/03/12 12:16AM (Sa)	00:30	EYEWITNESS NEWS 11P M-SU	PM12104T	\$1100.00	



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Comments **MCCRORY FOR GOVERNOR**
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Inv Date **11/25/2012**
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Bill Type **Standard**
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CO-OP/Order Type **No/Normal**
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DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
81.0	Spot	11:00:00PM-11:35:00PM	Day,Su-2	11/04/12 11:33PM (Su)	00:30	EYEWITNESS NEWS 11P M-SU	PM12104T	\$11,000.00	
81.0	Spot	11:00:00PM-11:35:00PM	Day,Su-2	11/04/12 11:37PM (Su)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$11,000.00	
82.0	Spot	4:30:00AM-4:59:00AM	Day,M-1	11/05/12 4:44AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 4:30AM M-F	PM12104T	\$130.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$53,080.00	Total Spots	59
Commission	(\$7,962.00)		
Net Total	\$45,118.00		